Parliament 1997 Offensive Mailings

Audience Selection & Segmentation

updated February 24, 1997

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Database Marketing

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Source: https://www.industrydocuments.ucsf.edu/docs/kkpm0004

Contents

	Page
• **1996 Offensive Programs**	
- Audiences Mailed	4
- 1996 YTD Performance & Demographics	7
• **Developing 1997 Offensive Audiences**	
- Inswitching & Outswitching on Database	13
- Key Offensive Universes	14
- Supplementary Key Universes	15
- Refining & Selecting From Universes	17

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1996 Offensive Programs

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Parliament's 3 Distinct Audience Universes

- **Parliament delivers two separate sets of mailings to 3 distinct audience universes as follows:**

2 Defensive Mailing Universes

- All Smokers on Database, Parliament = Regular Brand Reported
- Competitive Previous Responders to Coupon and/or Continuity

Offensive Mailing Universe

- **Competitive Smokers Only, Parliament = Previous Brand, Consideration Set and/or Responders to Parliament Events & "Hand Raisers"**

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1996 Offensive Programs

	Quantity Mailed
• '96 Jul Offensive #1	128,747
• '96 Sep Offensive #2 (Re-contact of Offensive #1)	95,352
• '96 Jul Menthol "Sweeps"	152,595

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Offensive Audience Segments

- **26% of the Offensive 1 & 2 audience now is included in Defensive programs**

Key Segments	% of Total Audience
Competitive "Volume" Responders*	**26%**
Party Zone Only Responders	**25%**
Other Competitive	**49%**

Note*: Volume Responder = response to coupon or continuity offer 24 MM

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Response To Date, 1996 Offensive Programs

	Rate of Response			
	Coupons	Continuity	Survey	Total
• '96 Jul Offensive #1	19.3%	4.8%	-	21.5%
• '96 Sep Offensive #2	21.2%	2.5%	12.3%	28.5%
Combined Total (unduplicated)	25.5%	6.2%	12.3%	30.8%
• Menthol	16.4%	-	11.1%	22.4%

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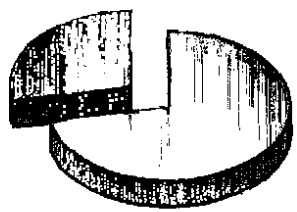
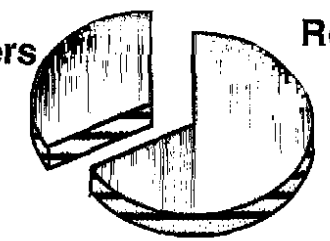
Overall Demographics & Response, 1996 Offensive 1 & 2

Age



Rate of Response	21-34	35+
Coupons	14%	30%
Continuity	4%	7%

Region

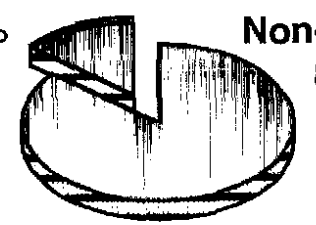


Rate of Response	R1	Other
Coupons	24%	29%
Continuity	7%	5%

Length

Rate of Response	Kings	100's
Coupons	25%	32%
Continuity	6%	6%

Flavor



Rate of Response	Menthol	Non-M
Coupons	24%	29%
Continuity	5%	7%

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Regional Demographics & Response, Offensive 1 & 2

	% of Audience		Rates of Response			
			Region 1		Other	
Age	Region 1	Other	Coupon	Continuity	Coupon	Continuity
• 21-34	36%	12%	13%	4%	22%	5%
• 35+	64%	88%	30%	8%	30%	5%
Length						
• Kings	61%	41%	24%	8%	27%	6%
• 100's	39%	59%	33%	8%	32%	5%
Flavor						
• Menthol	13%	14%	24%	6%	25%	4%
• Non-Menthol	87%	86%	28%	8%	30%	5%

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Brands Mailed, 1996 Offensive Programs

	% of Total Audience Mailed	
Non-PM Competitive	Offensives 1 & 2	Menthol*
• Winston	8.4%	-
• Camel	4.4%	-
• Doral	3.7%	4.1%
• Kent	3.5%	.6%
• Salem	3.1%	19.1%
• Carlton	2.8%	.4%
• True	2.7%	.8%
• Vantage	2.4%	.2%
• Pall Mall	2.3%	.2%
• Newport	2.2%	51.4%
• Kool	1.7%	6.8%
PM Brands		None
• Marlboro	31.0%	
• Merit	3.3%	
• Virginia Slims	2.4%	
• B & H	1.9%	

Note*: Also included Monarch (2.3%); Montclair (2.1%); Capri (2.0%); and GPC (1.8%)

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Brand Responsiveness, 1996 Offensive 1 & 2

	% of Total Audience Mailed		Rates of Response			
			Coupon		Continuity	
Non-PM Competitive	Region 1	Other Regions	Region 1	Other	Region 1	Other
• Winston	6%	10%	28%	24%	4%	3%
• Camel	4%	5%	18%	22%	3%	3%
• Doral	2%	7%	32%	27%	4%	1%
• Kent	3%	3%	27%	27%	3%	2%
• Salem	3%	3%	22%	23%	4%	3%
• Carlton	2%	3%	28%	24%	3%	2%
• True	3%	2%	23%	26%	3%	2%
• Vantage	2%	3%	28%	26%	2%	2%
• Pall Mall	2%	2%	25%	19%	5%	4%
• Newport	3%	1%	22%	21%	4%	4%
• Kool	2%	2%	23%	20%	5%	4%
PM Brands						
• Marlboro	38%	14%	16%	28%	7%	8%
• Merit	4%	3%	31%	42%	7%	6%
• Virginia Slims	2%	2%	27%	39%	9%	8%
• B & H	1%	2%	42%	46%	10%	6%

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Developing 1997 Offensive Audiences

Source: https://www.industrydocuments.ucsf.edu/docs/kkpm0004

Reported Brand Switching Can Provide Insights

Reported Non-PM Competitive Brand	% of Audience Reporting: Previous Brand of Current Parliament Smokers, **Inswitchers**	New Brand of Parliament Smoker **Outswitchers**	Brand of Competitive Smokers with **Parliament Consid. Set**
• **Winston**	**18%**	**13%**	**14%**
• **Kent**	**10%**	**3%**	**8%**
• **Camel**	**9%**	**7%**	**8%**
• **Salem**	**8%**	**6%**	**7%**
• **Pall Mall**	**8%**	**16%**	**4%**
• **Newport**	**7%**	**6%**	**5%**
• **Kool**	**4%**	**3%**	**4%**
• **Lucky Strike**	**4%**	**5%**	**1%**
• **Other**	**32%**	**41%**	**49%**
	100%	**100%**	**100%**

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Key Potential 1997 Competitive Audiences

	Total Available	% of Total Region 1	% of Total Other
• **Parliament = Previous Brand**	**29,834**	**49%**	**51%**
• **Parliament Consideration Set**	**124,100**	**39%**	**61%**
• **'96 Party Zone Only Responders**	**25,199**	**89%**	**11%**
- PM Brands	19,344	89%	11%
- Non-PM Competitive	5,855	91%	9%

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Additional Potential Offensive Audiences

	Total Available	% of Total Region 1	% of Total Other
• Winston	499,803	15.6%	84.4%
• Camel	357,367	11.7%	88.3%
• Salem	563,903	19.4%	80.6%
• Pall Mall	27,121	22.7%	77.3%
• Kent	176,373	29.8%	70.2%
• Newport	130,182	47.8%	52.2%

Note: Includes only "Lights" & Kings/100's smokers

Source: https://www.industrydocuments.ucsf.edu/docs/kkpm0004

Other Data, Potential 1997 Audiences

	% of Audience Universe					
	21-34	35+	Menthol	Non-Menthol	Kings	100's
• Parl. Prev. Brand	14%	86%	27%	73%	45%	55%
• Parl. Consid. Set	12%	88%	25%	75%	47%	53%
• '96 Party Zone	79%	21%	57%	43%	69%	31%
• Winston	15%	85%	-	100%	52%	49%
• Camel	41%	59%	-	100%	71%	29%
• Salem	18%	82%	100%	-	38%	62%
• Pall Mall	5%	95%	13%	87%	36%	64%
• Kent	5%	95%	10%	90%	47%	54%
• Newport	43%	58%	100%	-	64%	36%

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Hypothetical Audience Scenario

	No. Available Smokers (000s)					
	Blue Creative			**Green** Creative		
	Region 1	Other	Total	Region 1	Other	Total
• **Parl. Prev. Brand**	**8.9**	**10.3**	**19.2**	**3.7**	**3.5**	**7.2**
• **Parl. Consid. Set**	**30.1**	**49.3**	**79.4**	**10.3**	**14.3**	**24.6**
• **Non-PM Party Zone Respd.**	**2.2**	**-**	**2.2**	**3.1**	**-**	**3.1**
Subtotal	**41.2**	**59.6**	**100.8**	**17.1**	**17.8**	**34.9**
• **Other Potential Audiences**						
- Winston	77.2	421.0	498.2	-	-	-
- Camel	42.2	320.2	362.4	-	-	-
- Kent	47.2	109.4	156.6	3.9	11.1	15.0
- Salem	-	-	-	108.6	452.8	561.4
- Newport	-	-	-	63.6	69.1	132.7

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Additional Audience Refinement

- **Outside of Region 1, Parliament only is readily available and supported in selected Sections and/or Trade Areas**

- **Only smokers in these supported areas can be selected**

- **Once these areas are determined, smokers will be scored for responsiveness and Audience Selection Guides (ASG's) compiled as appropriate**

  - For example, separate grids might be compiled for Age 21-34

  - More deciles of these younger smokers might be mailed than older smokers

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